

**AMENDMENT**

**In the Claims**

Please cancel claims 1-32 and 57-152. Please add new claims 153-178 as provided in the following claim listing.

1-32. (Canceled)

33. (Original) A method of facilitating provision of offering to customers, wherein the method comprises:

entering offering provider offerings received via the Internet into a database operated by a

facilitation provider;

entering brand partner customization elements received via the Internet into the database;

adding customer accounts received via the Internet into the database for customers

associated with brand partners;

generating from the database a list of offerings available to a customer based on an

address associated with the customer, wherein the list is tailored according to

customization elements of the associated brand partner,

transmitting the list of offerings to the customer via the Internet;

receiving order information from customers;

updating the database to reflect the order information;

providing the order information via the Internet to appropriate offering providers;

receiving communications from the offering providers regarding specific orders; and

updating the customer account in the database to reflect the communications.

34. (Original) The method of claim 33, wherein the offerings comprise utilities, the brand partners comprise property managers, and the customers comprise tenants of properties managed by the property managers.

35. (Original) The method of claim 33, wherein the brand partners comprise educational institutions and armed forces.

36. (Original) The method of claim 33, wherein the brand partners include one or more offering providers.

37. (Original) The method of claim 33, wherein the offerings include goods for lease.

38. (Original) The method of claim 33, wherein the offerings include goods for purchase.

39. (Original) The method of claim 33, wherein the offerings include services for purchase.

40. (Original) The method of claim 33, further comprising:

    sending a list of offering categories to the customer before said act of generating a list of offerings, wherein the list of offering categories is selected based on the address associated with the customer.

41. (Original) The method of claim 40, further comprising:

    sending a comparison of customer-selected offerings in response to customer selection of  
    one or more offerings from said list of offerings.

42. (Original) The method of claim 41, wherein the comparison comprises a display page in tabular form having a first portion displaying offering plans, a second portion displaying packages, and a third portion displaying features, wherein the plans, packages, and features for a given offering are confined to a corresponding column.

43. (Original) The method of claim 42, wherein the comparison includes a selection icon for each of the packages, and further includes a selection icon for each row of features.

44. (Original) The method of claim 43, wherein the comparison includes a price for each offering, and wherein the prices are dynamically updated to reflect a combined selection of plans and packages.

45. (Original) The method of claim 43, wherein the comparison includes a pricing label for each feature of each offering, and wherein the pricing labels are dynamically updated to reflect a pricing status that corresponds to a selected combination of plans and packages.

46. (Original) The method of claim 45, wherein the pricing status is one of a set of statuses consisting of a price value, an “included” status, an “optional” status, and a “not available” status.

47. (Original) The method of claim 46, wherein the database stores offerings in a data structure having a plan component, a package component, and a feature component, wherein the plan component indicates a base offering, the package component indicates collections of features purchasable as a unit, and the feature component indicates augmentations to the base offering that are individually purchasable.

48. (Original) The method of claim 33, wherein the plan component further indicates rules specifying which packages and features are combinable with specific plans.

49. (Original) The method of claim 33, wherein the customization elements include an image identifying the brand partner, wherein the image is continually displayed to the customer during the customer’s interaction with the computer.

50. (Original) The method of claim 33, wherein the customization elements allow the brand partner to create an appearance which is uniquely associated with the brand partner.

51. (Original) The method of claim 50, wherein the customization elements include layout, foreground color, background color, text color, logo, and a marketing image.

52. (Original) The method of claim 50, wherein the customization elements include text content and font.

53. (Original) The method of claim 33, wherein the order information is provided to service providers in notification form which allows the offering providers to contact the customer directly to fulfill the order.

54. (Original) The method of claim 33, wherein the order information is provided to offering providers in emailed link form which allows the offering providers to retrieve the order information from the online service using web-based software.

55. (Original) The method of claim 33, wherein the order information is periodically retrieved by the appropriate offering provider via the Internet.

56. (Original) The method of claim 33, wherein the communications from the offering provider include data elements specific to a new service account for the customer, and further include a text message to the customer.

57.-152. (Canceled)

153. (New) A method of facilitating provision of offering to customers, wherein the method comprises:

entering offering provider offerings into a database operated by a facilitation provider;

entering brand partner customization elements into the database;

adding customer accounts received via the Internet into the database for customers associated with brand partners;

generating from the database a list of offerings available to a customer based on a customer affiliation, wherein the list is tailored according to customization elements of the associated brand partner,

transmitting the list of offerings to the customer via the Internet;

receiving order information from customers;

updating the database to reflect the order information;

providing the order information via the Internet to appropriate offering providers;

receiving communications from the offering providers regarding specific orders; and

updating the customer account in the database to reflect the communications.

154. (New) The method of claim 153, wherein the offerings comprise utilities, the brand partners comprise property managers, and the customers comprise tenants of properties managed by the property managers.

155. (New) The method of claim 153, wherein the brand partners comprise educational institutions and armed forces.

156. (New) The method of claim 153, wherein the brand partners include one or more offering providers.

157. (New) The method of claim 153, wherein the offerings include goods for lease.

158. (New) The method of claim 153, wherein the offerings include goods for purchase.

159. (New) The method of claim 153, wherein the offerings include services for purchase.

160. (New) The method of claim 153, wherein the offerings include modification of services.

161. (New) The method of claim 153, wherein the offerings include information transactions.

162. (New) The method of claim 153, further comprising:

sending a list of offering categories to the customer before said act of generating a list of offerings, wherein the list of offering categories is selected based on the customer affiliation.

163. (New) The method of claim 162, further comprising:

sending a comparison of customer-selected offerings in response to customer selection of one or more offerings from said list of offerings.

164. (New) The method of claim 163, wherein the comparison comprises a display page in tabular form having a first portion displaying offering plans, a second portion displaying packages, and a third portion displaying features, wherein the plans, packages, and features for a given offering are confined to a corresponding column.

165. (New) The method of claim 164, wherein the comparison includes a selection icon for each of the packages, and further includes a selection icon for each row of features.

166. (New) The method of claim 165, wherein the comparison includes a price for each offering, and wherein the prices are dynamically updated to reflect a combined selection of plans and packages.

167. (New) The method of claim 165, wherein the comparison includes a pricing label for each feature of each offering, and wherein the pricing labels are dynamically updated to reflect a pricing status that corresponds to a selected combination of plans and packages.

168. (New) The method of claim 167, wherein the pricing status is one of a set of statuses consisting of a price value, an "included" status, an "optional" status, and a "not available" status.

169. (New) The method of claim 168, wherein the database stores offerings in a data structure having a plan component, a package component, and a feature component, wherein the plan



component indicates a base offering, the package component indicates collections of features purchasable as a unit, and the feature component indicates augmentations to the base offering that are individually purchasable.

170. (New) The method of claim 153, wherein the plan component further indicates rules specifying which packages and features are combinable with specific plans.

171. (New) The method of claim 153, wherein the customization elements include an image identifying the brand partner, wherein the image is continually displayed to the customer during the customer's interaction with the computer.

172. (New) The method of claim 153, wherein the customization elements allow the brand partner to create an appearance which is uniquely associated with the brand partner.

173. (New) The method of claim 172, wherein the customization elements include layout, foreground color, background color, text color, logo, and a marketing image.

174. (New) The method of claim 172, wherein the customization elements include text content and font.

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175. (New) The method of claim 153, wherein the order information is provided to service providers in notification form which allows the offering providers to contact the customer directly to fulfill the order.

176. (New) The method of claim 153, wherein the order information is provided to offering providers in emailed link form which allows the offering providers to retrieve the order information from the online service using web-based software.

177. (New) The method of claim 153, wherein the order information is periodically retrieved by the appropriate offering provider via the Internet.

178. (New) The method of claim 153, wherein the communications from the offering provider include data elements specific to a new service account for the customer, and further include a text message to the customer.